



Great First Impressions



PROJECT:LIFE
By Dr. Ye



Experience Fertility Success

- Non-Invasive Fertility Solution
- 3X More Effective Than IVF- Naturally
- 90% Cheaper Than IVF
- 75% Success Rate
- Based on Dr. Ye's 40 Years of Experience

Find Your Solution in 5 minutes

[TAKE THE TEST](#)

Tell stories for 45% greater engagement



The Original Page

Fertility company with 40 years of experience and 75% success rate but very poor conversions

- ✓ **Low scroll depth** on the page because page was too complicated
- ✓ **High level of interest** but low level of add to cart because the benefits weren't clear
- ✓ **Low level of engagement** in the content because the layout was complicated

Fertility Success 3x Higher Than IVF - Naturally

PROJECT: LIFE
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TAKE THE QUIZ

Motherhood in 90 days, naturally



Experience Fertility Success 3x Higher Than IVF

GET MY PERSONALIZED FORMULA

Quiz takes 5 - 10 min.
No doctor's appointment required.

★★★★★ Rated 5.0 by our clients

Backed by thousands of success stories from women who have achieved their dreams of motherhood.

RESULTS IN 90 DAYS
NO DOCTOR VISIT REQUIRED
NO PRESCRIPTIONS
NO IVF



The Iteration Process

- ✓ Tested multiple different images including pregnant women and families with babies
- ✓ Tested different approaches to sharing content including bullets and tabs
- ✓ Tried different approaches to designs including tabs and videos

Fertility Success 3x Higher Than IVF - Naturally



TAKE THE QUIZ

Motherhood in 90 days,
naturally



3x Higher Than IVF - Naturally

Are you dreaming of motherhood?

Discover a natural, non-invasive path to pregnancy success 3X more effective than IVF & 90% cheaper

Experience Fertility Success

3x Higher Than IVF - Naturally

Are you dreaming of motherhood? Discover a natural, non-invasive path to pregnancy success that's 3X more effective than IVF and 90% cheaper. Find your solution in 5 minutes.

TAKE THE TEST

Our Mission

Our solutions are designed for women who are struggling with infertility. At Project Life, we help women like you realize their dreams of motherhood without the overwhelming costs and invasive procedures often

3 VERSIONS
TESTED IN
2 WEEKS

WITH ONE CLICK RESULTED
IN A 12% INCREASE IN
CONVERSION



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TAKE THE TEST

Nurture Your Path to a Healthy
Pregnancy

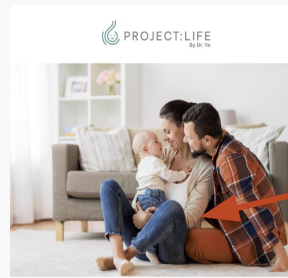
Project: Life's natural herbal formula bolsters the blood flow and balances hormones making conception easier.

The Final Landing Page

Use eye-catching **statistics**

Sharing content using tabs to make more

interactive and engaging



Aspirational image in the hero, with a family


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Lead with benefits like non-invasive



The Results from
Enhancing Fertility Naturally

Our Approach	Few Side Effects	Better Health Overall	Positive Outcomes
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Holistic Approach & Personalized Treatment

TCM takes a comprehensive approach to health and wellness. It goes beyond merely addressing. TCM practitioners craft customized treatment plans tailored to your unique constitution and health history.

[Check out the full LP](#)

The ShopLandingAI Optimized Customer Journey

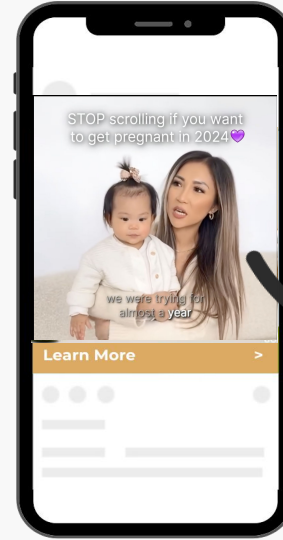
45%

Deeper scroll depth

10%

Increase in conversions

Engaging Prospects makes conversion skyrocket. Customers want to buy from brands they understand.



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TAKE THE TEST

Nurture Your Path to a Healthy Pregnancy

Project: Life's natural herbal formula bolsters the blood flow and balances hormones making conception easier.

Increase in ATC for Project:Life

[Book a Meeting Today](#)

SHOPLANDINGAI BY BAOTRIS

"I love working with the ShopLandingAI team - they are great data driven partners"



Mike Ye
CEO and
Founder,
Project:Life

This fertility supplement needed to find the right way to approach customers. **ShopLandingAI transformed their bottom line.**

PROBLEM



Project:Life had a complicated checkout process that requires completing a survey.



Understanding the product requires education but in a digestible manner.



Survey completion rates are low.

DIAGNOSIS



The survey is scaring away potential customers



The content can be overwhelming and confusing



The test felt too long without a clear sense of benefits before starting

SOLUTION



Focusing on benefits helped people want to convert



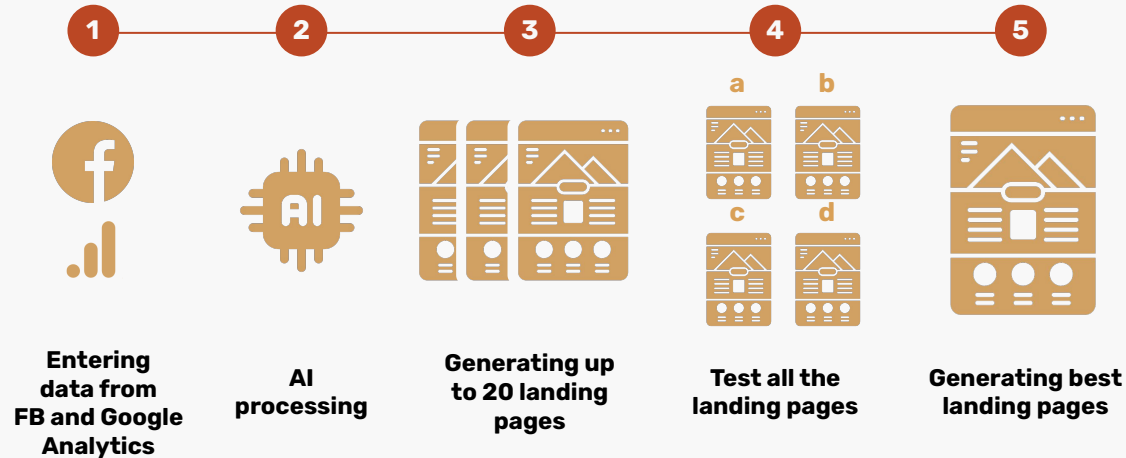
Improving flow of the page helped people access content



Streamlining content allowed customers to understand why complete quiz

How does ShopLandingAI work?

Unleash the potential of your brand with ShopLandingAI



KEY FEATURES



Higher
Conversation rates



Monitored A/B testing
and data analysis



Tailored, iterative
landing pages



Frictionless
conversion



Targeted
Optimization